

ORGANIZATION NAME: Russell Country **Approved Audits/Applications Committee**
11/19/08

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Consumer Trade Shows
Washington Sportsmans' Show, Arizona Travel Show,
Minneapolis Northwest Sports Show

Approval Requested

☒ Final

☐ Preliminary

Need for the project:

Russell Country will attend the **Washington Sportsmans Show** in Puyallup, WA January 21 – 25, 2009. We will co-locate with Missouri River Country's at the show. With strong emphasis on fishing and hunting, this show is a good fit for northcentral Montana. Washington remains our lead state for nonresident visitation. We will also attend the **Arizona Travel Show** in Glendale, Arizona (Phoenix area) February 21-22, 2009. Great Falls now has a direct flight to Phoenix and this show will give us a venue to highlight this new transportation. Highway routes are also good from Arizona to Montana with I-15 covering about ¾ of the route. The third show we will attend is the **Northwest Sports Show** in Minneapolis, MN March 12 – 15, 2009. The show covers outdoor recreation, camping, hunting, fishing and general travel. Minnesota ranks in our top 5 states for nonresident visitation. We have a direct flight to Minneapolis from Great Falls and we also have Amtrak service to the northern tier of the region. This show will also promote auto travel to Russell Country from the east, primarily on Hwys 2 & 200. Custer Country also plans to attend this show and we will co-locate our booth with them.

Personal contact with potential travelers has been a highly effective method of getting information out about Russell Country's vacation product. We will seek exhibit partners for these shows although the budgets submitted will cover all expenses if we do not have partners.

Shows attended during FY08 were the Minnesota Travel Show in Minneapolis with our booth positioned adjacent to Custer Country; Bay Area Travel Show in partnership with the Yogo Inn, Triple J Guest Ranch and Mills Wilderness Outfitters; Portland Sportsmen's Show in partnership with the BW Heritage Inn, TownHouse Inns, and the Yogo Inn (Missouri River Country also attended this show although we were unable to be located adjacent); and the Calgary Outdoor Travel Show in partnership with TownHouse Inns.

Our consumer show attendance is evaluated by total attendance at the show and by the quantity of material we give out to interested travelers. Shows are selected based on our target markets and demographics.

Objective in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planner handed out, hand out one CD.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

Goal #6 – Continue our successful FAM trips and travel show attendance.

This project supports the following Strategic Plan Goal(s):

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

Detail pages attached: Yes

PROJECT BUDGET:

FY09 CONSUMER TRADE SHOWS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses

Washington Sportsmans’ Show, Puyallup, WA

Booth space	\$ 1,050.00	\$ 1,050.00
Booth accessories	\$ 120.00	\$ 120.00
Shipping/Dreyage	\$ 250.00	\$ 250.00
Air Transportation	\$ 375.00	\$ 375.00
Ground Transportation	\$ 100.00	\$ 100.00
Lodging	\$ 720.00	\$ 720.00
Per Diem	\$ 215.00	\$ 215.00
Miscellaneous	\$ 25.00	\$ 25.00

WA Sportsmans’ Show Total		\$ 2,855.00
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Arizona Travel Show, Glendale, AZ

Booth space	\$ 1,550.00	\$ 1,550.00
Booth accessories/electrical	\$ 100.00	\$ 100.00
Shipping/Dreyage	\$ 250.00	\$ 250.00
Air Transportation	\$ 325.00	\$ 325.00
Ground Transportation	\$ 175.00	\$ 175.00
Lodging	\$ 360.00	\$ 360.00
Per Diem	\$ 108.00	\$ 108.00
Miscellaneous	\$ 25.00	\$ 25.00

Arizona Travel Show Total		\$2,893.00
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Northwest Sports Show, Minneapolis, MN

Booth Space	\$ 875.00	\$ 875.00
Booth accessories/electrical	\$ 125.00	\$ 125.00
Shipping/Dreyage	\$ 250.00	\$ 250.00
Air Transportation	\$ 500.00	\$ 500.00
Ground Transportation	\$ 50.00	\$ 50.00
Lodging	\$ 480.00	\$ 480.00
Per Diem	\$ 144.00	\$ 144.00
Miscellaneous	\$ 25.00	\$ 25.00
NW Sports Show Total	\$	\$2,449.00

PROJECT TOTAL	\$8,197.00	\$8,197.00
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